

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 337109

Schedule Dates 10/17/12-10/23/12
Advertiser Mitt Romney for President (5341)
Agency American Rambler Productions (5998)
Product Political - Federal Candidate (1067)
Brand 319 PRES (139766)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KINCAID,STEPHANIE
Phone/Fax /

CPE 319
Account Types National/Political
Billing Type Standard

Comments

ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/16/12
Last Modified 10/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06377590
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,902.50
Net Total \$16,447.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total: 39 \$19,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	9A-10A (EST)	1	1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
2.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	9A-10A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
3.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	10A-11A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
4.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	10A-11A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
5.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	12P-1P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
6.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	12P-1P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
7.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	1P-2P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
8.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	1P-2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
9.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	4P-5P (EST)	1	1							2	\$825.00	\$1,650.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
10.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	4P-5P (EST)				1	1	1			3	\$825.00	\$2,475.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
11.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	5:30A-6A (EST)	1	1							2	\$425.00	\$850.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
12.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	5:30A-6A (EST)				1	1	1			3	\$425.00	\$1,275.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
13.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A-8A (EST)							2		2	\$325.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
14.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P-12A (EST)							2		2	\$1,100.00	\$2,200.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12

CONFIRMATION CONTRACT

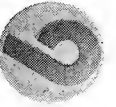
Date:

Accepted:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

American Rambler Productions
138 Conant Street
Beverly, MA 01915

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 337109

Schedule Dates	10/17/12-10/23/12	Date Entered	10/16/12
Advertiser	Mitt Romney for President (5341)	Last Modified	10/16/12
Agency	American Rambler Productions (5998)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	319 PRES (139766)	Headline #	06377590
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	KINCAID,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	319	Commission	\$2,902.50
Account Types	National/Political	Net Total	\$16,447.50
Billing Type	Standard	Sales Tax	

Comments

ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Oct. 2012	39	\$19,350.00
Grand Total:	39	\$19,350.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
16.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	9A- 10A (EST)								1	1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
17.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	12P- 12:30P (EST)								2	2	\$275.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
18.0	Normal Line / Spot	10/21/12-10/21/12	4	:30	11P- 11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

ted At: 02:04 PM on Tuesday, October 16 2012

OCT16/12 11.34
*** WSOC-TV ***

138 CONANT STREET
BEVERLY, MA 01915

CLASS: NATL.	LOCAL	REGIONAL
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
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23	23	23
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93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

(CE)

DATE OCT16/12 11.34

NEW ROMNEY ORDER
TOTAL \$19350

WILL BE ADDING TO THIS
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AGENCY EST# = 319

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GRAM : KELLY
COM1 : 1X MAX/DAY
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RAM : KELLY
COM1 : 1X MAX/DAY

REP HEADLINE# 6377590
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET
HARRIS REPORT FROM REP

FAX# 610-225-1191
OCT16/12 11.34
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000A-1100A PROGRAM : KATIE CON COM1: 1X MAX/DAY	30		\$375.00	10/22	10/23	2		M-TU	2
4			1000A-1100A PROGRAM : KATIE CON COM1: 1X MAX/DAY	30		\$375.00	10/17	10/19	3		W-F	3
5			1200N-100P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$375.00	10/22	10/23	2		M-TU	2
6			1200N-100P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$375.00	10/17	10/19	3		W-F	3
7			100P-200P PROGRAM : THE CHEW CON COM1: 1X MAX/DAY	30		\$375.00	10/22	10/23	2		M-TU	2
8			100P-200P PROGRAM : THE CHEW CON COM1: 1X MAX/DAY	30		\$375.00	10/17	10/19	3		W-F	3
9			400P-500P PROGRAM : DR OZ CON COM1: 1X MAX/DAY	30		\$825.00	10/22	10/23	2		M-TU	2
10			400P-500P PROGRAM : DR OZ CON COM1: 1X MAX/DAY	30		\$825.00	10/17	10/19	3		W-F	3
11			530A-600A PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$425.00	10/22	10/23	2		M-TU	2

REP HEADLINE# 6377590
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT16/12 11.34
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			530A-600A	30		\$425.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												
CON COM1: 1X-MAX/DAY												
13			700A-800A	30		\$325.00	10/20	10/20	2		SAT	2
PROGRAM : NEWS												
14			1130P-1200M	30		\$1,100.00	10/20	10/20	2		SAT	2
PROGRAM : NEWS												
15			700A-800A	30		\$300.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
16			900A-1000A	30		\$600.00	10/21	10/21	1		SUN	1
PROGRAM : THIS WEEK												
17			1200N-1230P	30		\$275.00	10/21	10/21	2		SUN	2
PROGRAM : NEWS												
18			1100P-1135P	30		\$1,300.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
OCT/12 19350.00												
CONTRACT TOTAL												19350.00
TOTAL SPOTS												39

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
 DEMOS- RA35+*

FAX# 404-848-9552
CREDIT RISK !!
HARRIS REPORT FROM REP
OCT16/12 11.11
CHANGES
WSOC-TV ***

REP. #	OFF. # 50	SALESMAN #
BUYER NAME	AMY MILLS	
SALES PRSN	AT- HENRY FINCH	

25 WHITLOCK PLACE, SW, SUITE 201
MARLETTA, GA 30064

	CLASS: NATL.	LOCAL	REGIONAL
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CF)

[illegible]

DATE OCT16/12 11.11

M1 ACCEPTED---SEE LINE 22
TOT SAME

PLS CONF
THANKS, KATHERINE FOR MALLORY

ST.A:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

[illegible]

AGENCY ADVERTISER CODE = AGENCY EST# = 2453
AGENCY PRODUCT CODE =

3	S	700A-800A	30	\$775.00	10/18	10/18	0	
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PROGRAM : GMA
CON COM1: GMA
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22	A	400P-500P	30	\$775.00	10/17	10/19	1	E
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PROGRAM : DR OZ
ORD COM1: NOT BKD
THIS IS A MAKE-GOOD FOR OCT18 ON LINE-3 FOR 1 SPOT/WK

REP HEADLINE# 6322869
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 404-848-0800 FAX# 404-848-9552
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT16/12 11.11
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#3	MISSED: THU/700A-800A				OCT18		30S	\$775.00	(OCT15/12)	
			OFFER: W-F/400P-500P				OCT17		30S	\$775.00	PLS ADVISE.	
			GMT: NOT BKD									

OCT/12 10800.00

CONTRACT TOTAL 10800.00
TOTAL SPOTS 21

MARKET TOTALS \$10,800 WSOC 100% WBTV 0% WCNC 0% WCCB 0% WJZY 0% WMYT 0% WAXN 0%
CABL 0%

OUR SHARE PER BYR

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE